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PLANNING 101

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CORPS STRATEGIC GOALS

- People
- Process
- Communication

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PLANNING COVERS ALL 3 STRATEGIC GOALS

- **People** - It insures we have talent & expertise to get us through existing and future water resource challenges.
- **Planning**- It is the first "P" in 3P
- **Communication**- Planners are the first POC with customers, engage public input, and tell the project story

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WHY PLANNING IS IMPORTANT?

- **Because anything that is PLANNED, often has reliable outcomes**
- **Because the stakes are high and budgets constrained**
- **Because we need to make informed, defensible decisions for the future**
- **Because scientific data needs a practitioner's touch**
- **Because it is an iterative process and can add value to a variety of initiatives**

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WHO DOES PLANNING

- Planning professionals
- Those with planning skills
- Project Delivery Teams

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SOME COMMON MYTHS ABOUT PLANNING

- **Everyone in Planning is a planner**
- **Only Planning does planning; all planners are in planning**
- **All Project Managers can do planning**
  Anyone can do planning

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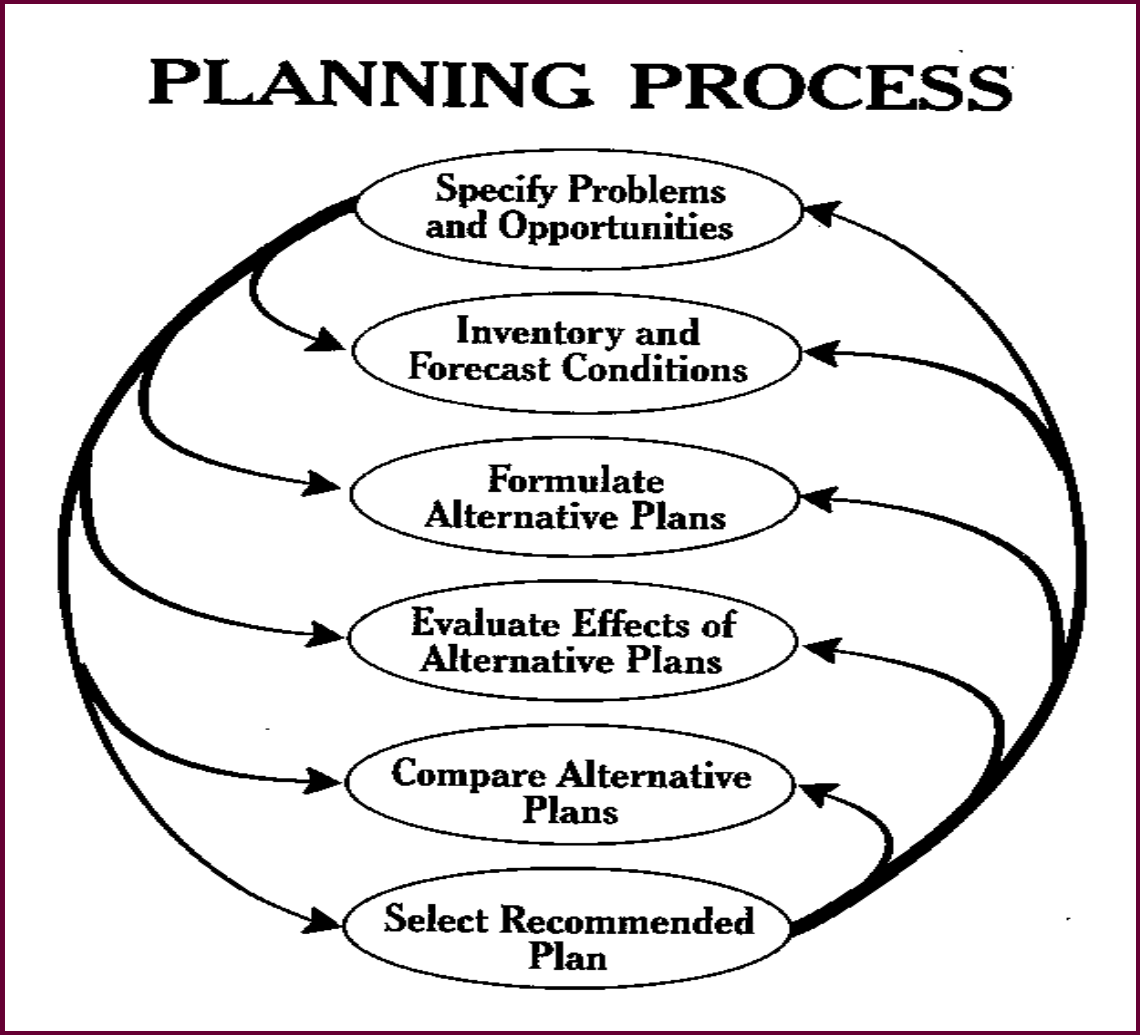
CORPS PLANNING PROCESS



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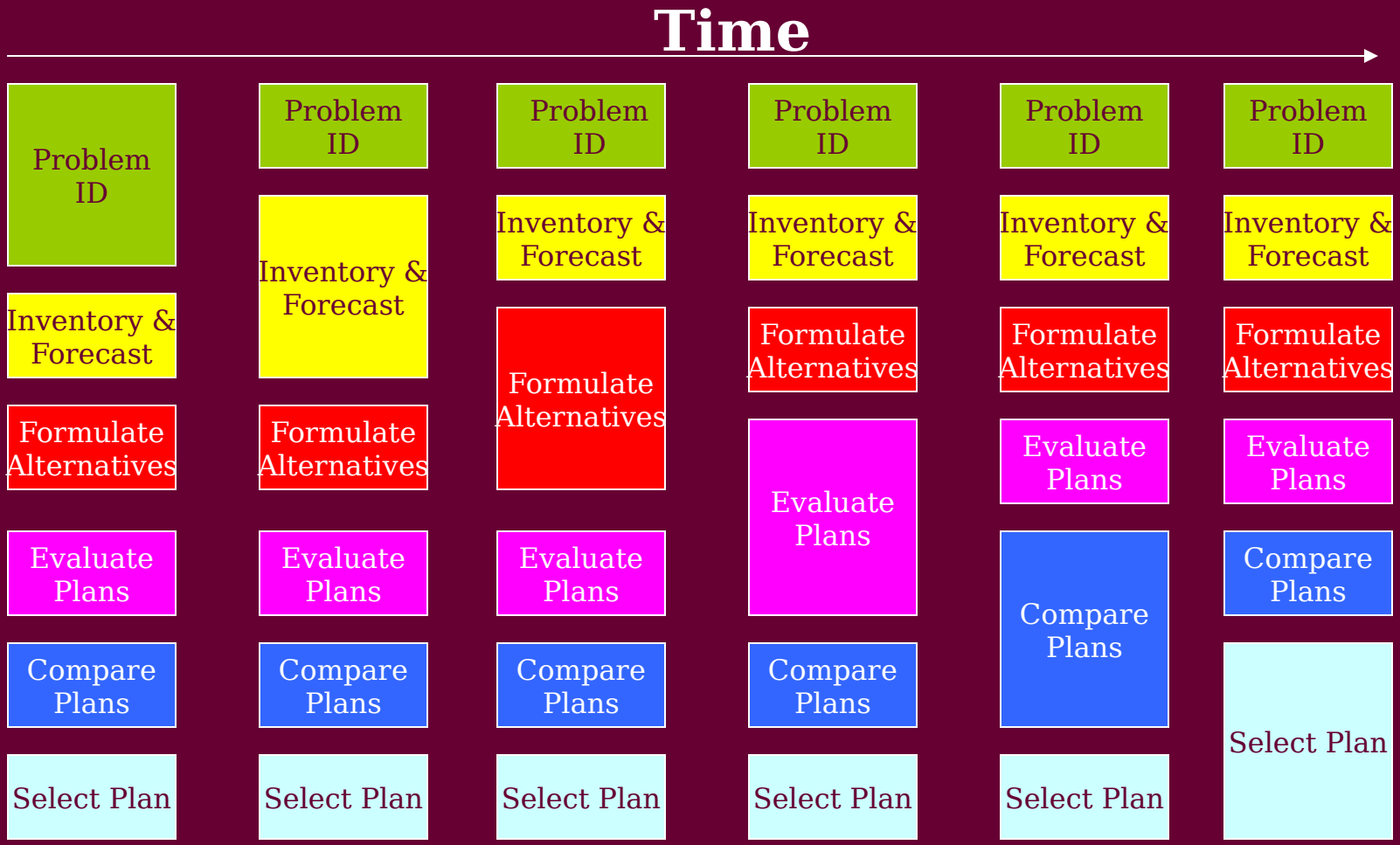
PLANNING IS ITERATIVE



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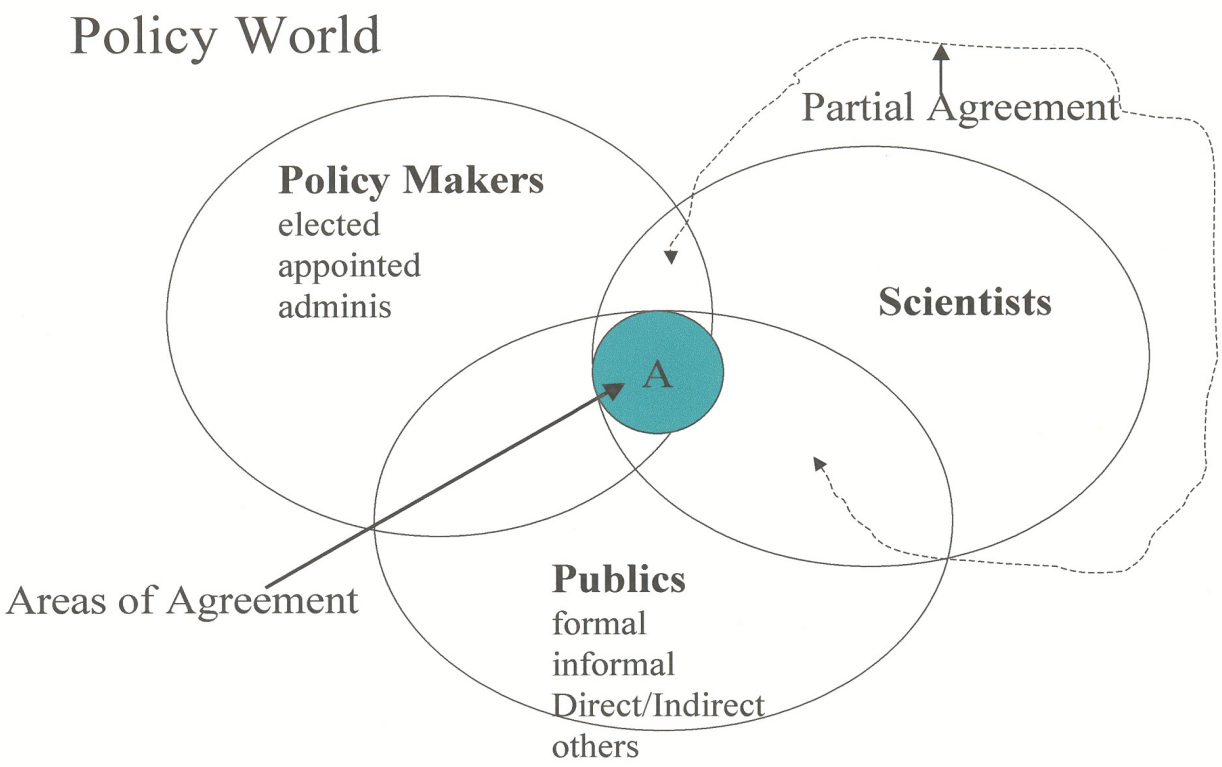
IMPORTANCE OF PUBLIC ENGAGEMENT



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SOME BASICS OF PUBLIC INVOLVEMENT

- **“The public” is anyone outside the Corps**
- **“The public” changes from issue to issue**
- **There will normally be some interaction with the public during each step in the planning process.**

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PUBLIC INVOLVEMENT IN THE PLANNING PROCESS

- At each stage of the planning process the interaction with the public will include:
  - Providing information **TO** the public (so it can participate wisely)
  - Obtaining information **FROM** the public (so you can plan wisely)

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PUBLIC INVOLVEMENT IN THE PLANNING PROCESS

Planning Step	Information given TO....	Information received FROM.....
1. ID problems & opportunities		
2. Inventory & forecast		
3. Formulate alternative plans		
4. Evaluate alternatives		
5. Compare alternatives		
6. Select plan		

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CLASS ACTIVITY

- **Complete instructions are on page**
- **The Corps is conducting a flood control project. Working with a partner, identify:**
  - **The information you will need to provide TO the public at each step in the planning process**
  - **The information you will need to obtain FROM the public at each step in the planning process.**

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SPECIFY PROBLEMS AND OPPORTUNITIES

POSSIBLE PI ACTIVITIES	CE GivesTO Public	CE Receives FROM Public
Site visits and meetings with Corps Team, customer, and stakeholder Coordinate with PAO for news release Develop website Visit with office historians and	– How we assist, e.g. programs, authorities – How they can participate – Planning steps and schedule	– What are the problems and causes – Who is affected and how – What do people want/need – What are the opportunities for improvement – How important is

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DURING SPECIFY PROBLEMS AND OPPORTUNITIES STAGE

- People have different definitions of what the problems or opportunities are
- The way you define the problem/opportunity can preclude or dictate the alternatives
- Without stakeholder involvement, there's a danger that you will come up with a problem/opportunity statement that eliminates alternatives that stakeholders see as viable

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INVENTORY AND FORECAST CONDITIONS

POSSIBLE PI ACTIVITIES	CE Gives TO Public	CE Receives FROM Public
Develop Newsletter Hold Open House Solicit input from resource management agencies, & others thru website	– Inventory of affected area – Baseline conditions – Factors affecting the future – How they can participate	– Whether we described baseline conditions accurately – Factors that affect future conditions – Assumptions to be used in making projections – Who would be affected, and how, by these changes

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DURING INVENTORY AND FORECAST STAGE

- People's philosophies and beliefs dictate their image of future conditions
- Beliefs about future conditions can control the alternatives you consider – and your evaluation of the alternatives

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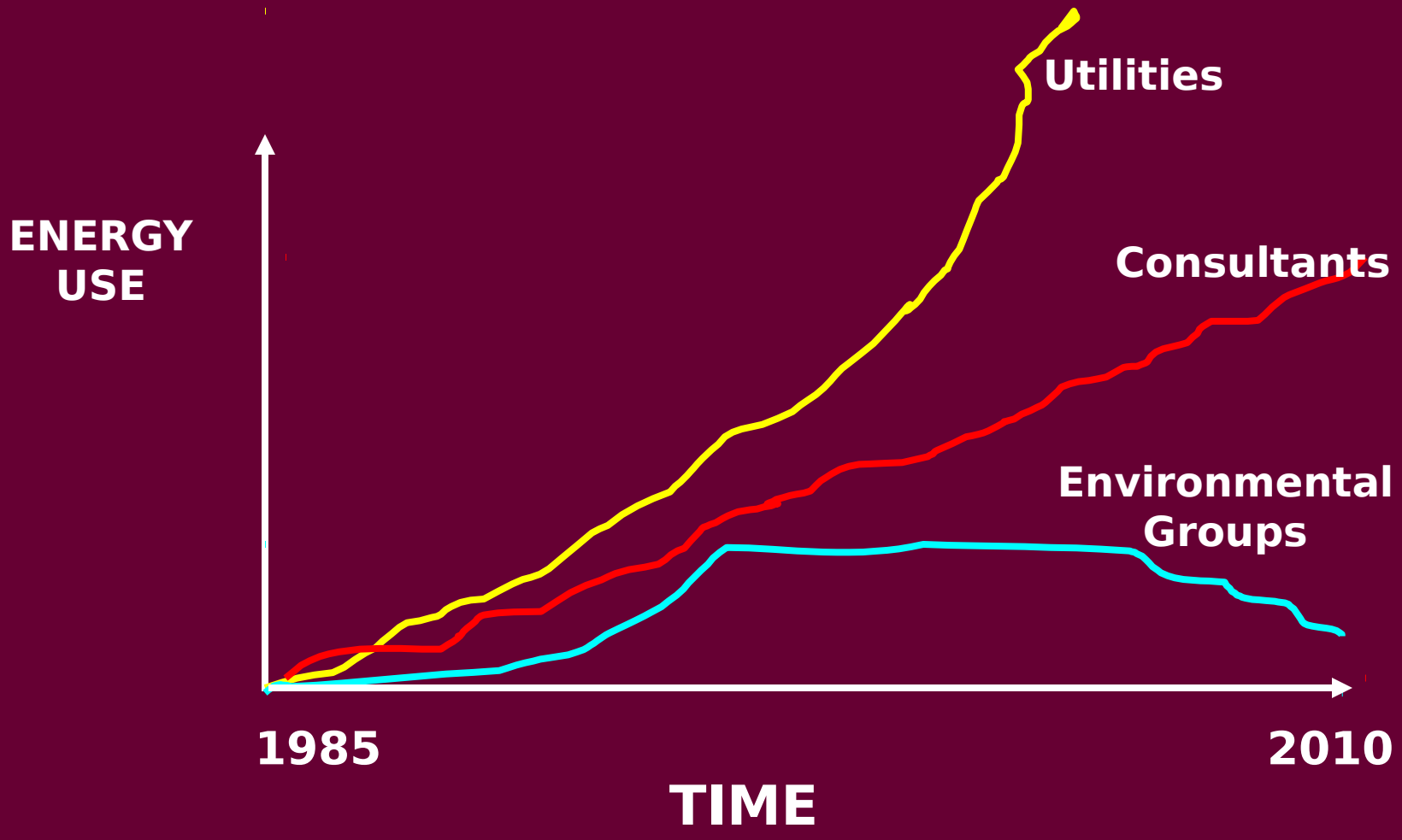
PREDICTED INCREASE IN ENERGY USE OVER A 25-YEAR PERIOD



Strategies + Outcomes of Two Party (A&B) Dis

from Thomas "Conflict and Conflict Management"

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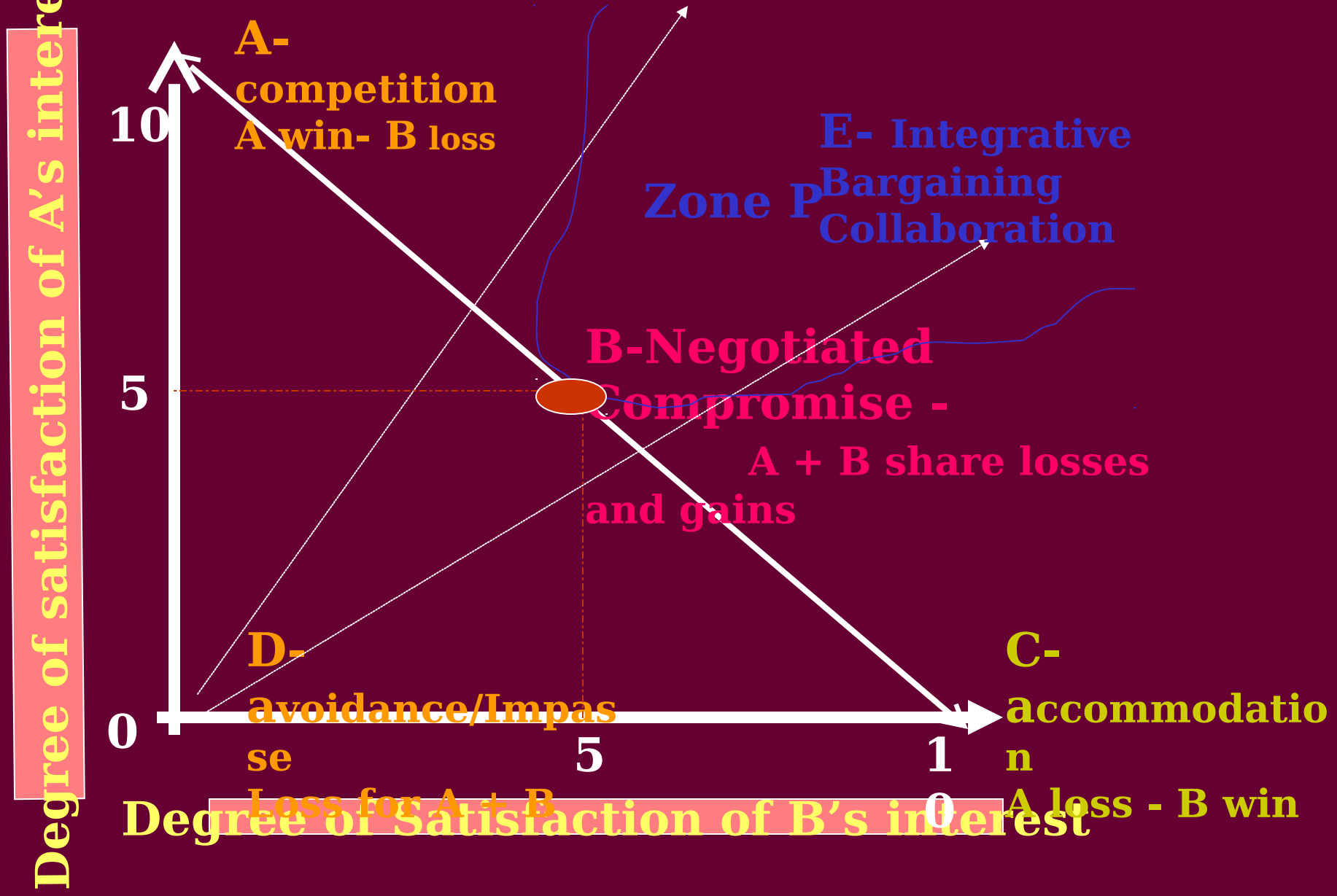

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FORMULATE ALTERNATIVES PLANS

POSSIBLE PI ACTIVITIES	CE Gives TO Public	CE Receives FROM Public
Conduct public scoping meeting Update website Conduct a survey of interests	– Future conditions without the project – Possible criteria – Technical possibilities – How they can participate	– Criteria for project success – Values that should drive formulation – Suggested alternatives

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DURING FORMULATING ALTERNATIVE PLANS STAGE

- **Keep formulation separate from evaluation – avoid “variations on a central theme”**
- **Use alternative values or philosophies (e.g. NED, EQ, SQ), to drive alternatives formulation**
- **If people don’t see any alternatives that fit with their values or philosophy, they won’t consider the process legitimate**

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EVALUATE EFFECTS OF PLANS

POSSIBLE PI ACTIVITIES	CE Gives TO Public	CE Receives FROM Public
Share with team and other districts Develop Newsletter Assure NEPA coordination Conduct stakeholders meeting	– List of alternatives – Initial assessment of feasibility – How they can participate	– Acceptability of the various alternatives – Anticipated effects of the alternatives

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DURING EVALUATING EFFECTS OF ALTERNATIVE PLANS

- **Get agreement on criteria before you begin evaluating**
- **What you learn during evaluation often kicks off another round of plan formulation**
- **A danger: stakeholders – including internal Corps stakeholders – often approach the situation with a predisposition towards a particular alternative**

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COMPARE ALTERNATIVE PLANS

POSSIBLE PI ACTIVITIES	CE Gives TO Public	CE Receives FROM Public
Work with team and stakeholders during plan refinement	– List of feasible alternatives – How well each alternatives meets criteria – Impacts associated with each alternative – How they can participate	– Acceptability of the alternatives – Which impacts are of greatest concern – Ways to improve alternatives

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DURING COMPARING ALTERNATIVE PLANS STAGE

- Comparisons are based on how well each alternative meets the criteria
- Avoid advocacy for a particular alternative

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SELECT A PLAN

POSSIBLE PI ACTIVITIES	CE Gives TO Public	CE Receives FROM Public
Meet with customers to discuss outcomes Announce to public planning outcome Final newsletter Signing ceremony for FCSA or PCA News release PAO)	– Which alternative was selected – How the plan was modified in response to public comment – What happens next	• Willingness to accept/support the plan • Recommend-ations for implementation

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DURING SELECTING A PLAN STAGE

- **Key issue: Does the plan enjoy sufficient support that you will be able to implement it?**

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DEVELOP A PUBLIC INVOLVEMENT PLAN

- **Appropriate Level of Engagement**

Who??

What?

How Long??

How??

How Much??

Final Product?

Lessons Learned?

Measured Effectiveness??

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HOW TO MEASURE PUBLIC INTEREST

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PLANNER'S PERSPECTIVE

- Cooperative Environment
- Cost-Sharing means non-Federal investment in the outcome
- We don't always know what is best
- We live in a public political world
- We need to tell our story too

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SHARE SUCCESS STORIES

- **District Publications**
- ***Planning Ahead***
- ***Engineer Update***
- **Scientific Magazines, Newsletters**

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TAKE AWAY POINTS

- Chief's Corporate Strategy: People, Process and Communication
- 6 Planning Steps
- How Public Involvement Fits in Project Planning
- Considerations for Public Involvement Plans
- Measure Success/Lessons Learned

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PUBLIC INVOLVEMENT PLANNING PROCESS

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The goal:

By the time you select techniques you should know:

- Who the stakeholders are and at whom the program is targeted
- What has to be accomplished with them at each step in the planning process
- What you'll be doing with the information you learn from

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DEVELOPING PUBLIC PARTICIPATION PROGRAMS

Three stages:

- **PI Plan appraisal**
- **PI Plan design**
- **PI Plan Implementation**

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PI PLAN APPRAISAL

Identify the appraisal team

↓

Clarify the decision being made

↓

Identify decision constraints and schedule

↓

Identify issues and stakeholders

↓

Assess potential level of controversy

↓

Identify “decision-maker”

↓

Determine what level of participation is needed to resolve the issues

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PI PLAN DESIGN

Identify the PI plan design team

↓

Identify the steps in the decision making process, and the schedule for completion

↓

Identify involvement objectives for each

↓

Analyze the exchange of information that must take place to achieve the objectives

↓

Identify appropriate involvement techniques to meet these objectives

↓

Develop a plan integrating the

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PI PLAN IMPLEMENTATION

- At this stage you are deciding such things as:
  - Where the meetings should be held?
  - Who is going to lead the meeting?
  - What has to be in the newsletter?
  - Which media need to be briefed?